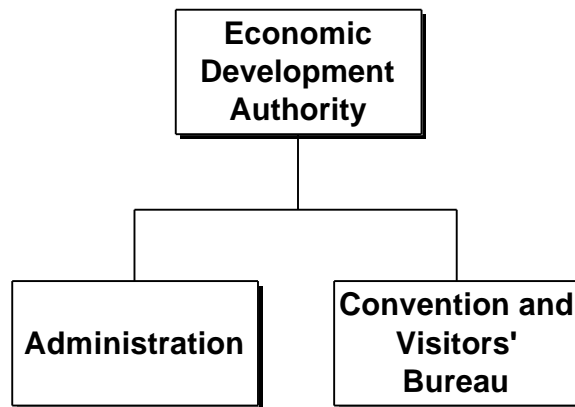


ECONOMIC DEVELOPMENT AUTHORITY



Agency Position Summary

33 Exempt Positions / 33.0 Exempt Staff Years

Position Detail Information

ADMINISTRATION

1	Director (President) E
1	Director of Communications E
1	Director of International Marketing (Vice President, Marketing) E
1	Director of Domestic Marketing E
1	Program Director (Vice President, Management) E
2	Project Coordinators E
13	Planners III E
1	Planner II E
2	Planners I E
1	Information Officer III E
1	Computer Systems Analyst II E
1	Management Analyst II E
2	Administrative Assistants V E
2	Administrative Assistants IV E
1	Administrative Assistant III E
1	Administrative Associate E
32	Positions
32.0	Staff Years

CONVENTION & VISITORS' BUREAU

1	Planner III E
1	Position
1.0	Staff Year

E Denotes Exempt Positions

ECONOMIC DEVELOPMENT AUTHORITY

Agency Mission

To encourage and facilitate business and capital attraction, retention, and development in all of the business markets throughout Fairfax County; to promote the County's cultural, historical, and recreational attractions to business travelers; and to attract business meetings, conferences, and seminars to the County's meeting facilities in order to expand the County's nonresidential tax base.

Agency Summary					
Category	FY 2001 Actual	FY 2002 Adopted Budget Plan	FY 2002 Revised Budget Plan	FY 2003 Advertised Budget Plan	FY 2003 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	33/ 33	33/ 33	33/ 33	33/ 33	33/ 33
Expenditures:					
Personnel Services	\$2,066,644	\$1,981,179	\$1,941,179	\$2,061,928	\$2,061,928
Operating Expenses	4,646,710	4,856,465	4,954,583	4,846,193	4,500,787
Capital Equipment	0	0	0	0	0
Total Expenditures	\$6,713,354	\$6,837,644	\$6,895,762	\$6,908,121	\$6,562,715

Summary by Cost Center					
Category	FY 2001 Actual	FY 2002 Adopted Budget Plan	FY 2002 Revised Budget Plan	FY 2003 Advertised Budget Plan	FY 2003 Adopted Budget Plan
Administration	\$6,270,411	\$6,401,428	\$6,439,546	\$6,447,756	\$6,102,350
Convention & Visitors Bureau	442,943	436,216	456,216	460,365	460,365
Total Expenditures	\$6,713,354	\$6,837,644	\$6,895,762	\$6,908,121	\$6,562,715

Board of Supervisors' Adjustments

The following funding adjustments reflect all changes to the FY 2003 Advertised Budget Plan, as approved by the Board of Supervisors on April 29, 2002:

- ◆ A net decrease of \$345,406 as part of the \$28.8 million Reductions to County Agencies and Funds approved by the Board of Supervisors to allow for a two-cent real estate tax rate reduction and to provide additional funding for the Fairfax County Public School system. These reductions include a reduction of \$345,406 in advertising, travel, and printing expenses.

The following funding adjustments reflect all approved changes to the FY 2002 Revised Budget Plan from January 1, 2002 through April 22, 2002. Included are all adjustments made as part of the FY 2002 Third Quarter Review:

- ◆ A net decrease of \$341,882 as part of the \$24.2 million Reductions to County Agencies and Funds approved by the Board of Supervisors to address the FY 2002 revenue shortfall and increased public safety requirements. These reductions include:
 - Management of position vacancies, resulting in savings of \$40,000.
 - Reduction of \$206,000 in advertising expenses.
 - Reduction of \$87,000 in travel expenses.
 - Reduction of \$8,882 in printing expenses.

ECONOMIC DEVELOPMENT AUTHORITY

County Executive Proposed FY 2003 Advertised Budget Plan

Purpose

The Fairfax County Economic Development Authority (FCEDA) is an independent authority legally created by an act of the Virginia General Assembly. The Fairfax County Board of Supervisors appoints the seven members of the FCEDA's Commission that appoints the FCEDA's President. The Board of Supervisors appropriates funds annually to the FCEDA for operating expenses incurred in carrying out its mission.

The FCEDA has established two primary operational components to realize its goals. The Economic Development component provides direct assistance to businesses that intend to establish or expand their operations in the County and assists businesses with information provision, site location assistance, introductions to needed services and financing sources, and more. The Convention and Visitors' Bureau component has been established to attract business conventions and tourist trade to Fairfax County.

Key Accomplishments

- ◆ Successfully bid for and hosted the 1998 World Congress on Information Technology.
- ◆ Conceived and successfully hosted the Emerging Business Forum in Fairfax County in FY 2001.
- ◆ Created 13,367 new jobs in FY 2001 in Fairfax County.
- ◆ Attracted \$1.2 billion of venture capital to Fairfax County in FY 2001.

FY 2003 Initiatives

- ◆ Continue to aggressively promote Fairfax County as a desirable place for domestic and international businesses to locate, and/or invest, as well as promote further expansion of existing business operations, meetings, and seminars.
- ◆ Encourage retention and growth of local businesses, including minority-owned and women-owned establishments, as well as to continue to clarify the FCEDA's role in revitalizing the County's older commercial areas.
- ◆ Pursue advertising and promotional strategies, building upon past campaigns, to enhance the image of Fairfax County as a primary business location and increase awareness of, and familiarity with, Fairfax County among site location decision-makers, business executives, and capital sources domestically and world-wide.
- ◆ Focus advertising programming on new business attraction in national and international markets via print, radio, television, and the Internet.
- ◆ Co-sponsor a two and one-half day event with Black Enterprise magazine to focus attention on Fairfax County as a location for minority businesses. In FY 2001, this event attracted over \$0.5 million in sponsorship from Maryland, Washington, D.C., and Virginia businesses and communities.
- ◆ Include funding for the Greater Washington Initiative, which markets and advertises the Greater Washington area as a premier business location.
- ◆ Continue funding for the Community Business Partnership, which provides assistance to minority and women-owned businesses in southern Fairfax County.
- ◆ Continue funding to support the annual operating costs of the Reston Visitors' Center at the same level as in the previous fiscal year.

ECONOMIC DEVELOPMENT AUTHORITY

- ◆ Funding of \$0.4 million for the Bailey's Crossroads eIncubator, which was included in the FY 2002 Adopted Budget Plan, is no longer necessary based on the County's completion of its financial commitment to the program. This will provide additional flexibility for the FCEDA in its advertising and other operating expenses.

Performance Measurement Results

The FCEDA is charged with attracting jobs, taxes, and capital to Fairfax County and its business community. In FY 2001, 13,367 jobs were created in Fairfax County; \$1.2 billion in venture capital was attracted to Fairfax County businesses; and the proportion of the real estate tax base that comes from nonresidential sources topped 25 percent for the first time since the early 1990s.

The Convention and Visitors' Bureau (CVB) numbers for FY 2003 were adjusted after a drop in the FY 2001 actual numbers. The current economic slowdown accounts for the drop in Room-Night Leads. Meeting-Lead Referrals grew because the CVB began counting leads it receives from the Virginia Tourism Corporation in FY 2002.

The American Automobile Association (AAA) is redirecting its clients around the Washington area to avoid interstate construction zones. This accounts for a drop in the number of visitors to the Visitors' Center as well as the number of referrals made by Visitors' Center staff in FY 2003.

The drop for the CVB Performance Indicators can also be attributed to the September 2001 terrorist attack on the United States. Immediately following the attack, bookings and meetings were cancelled. Although the long-term effects on the tourism industry in Fairfax County are unclear, it is possible that there could be a negative effect on this sector for the long-term.

Funding Adjustments

The following funding adjustments from the FY 2002 Revised Budget Plan are necessary to support the FY 2002 program:

- ◆ An increase of \$80,749 in Personnel Services associated with salary adjustments is necessary to support market rate adjustments for this agency.
- ◆ A net decrease of \$410,272 in Operating Expenses is primarily due to the County's completion of its financial commitment to the Bailey's Crossroads eIncubator program.

The following funding adjustments reflect all approved changes to the FY 2002 Revised Budget Plan since passage of the FY 2002 Adopted Budget Plan. Included are all adjustments made as part of the FY 2001 Carryover Review and all other approved changes through December 31, 2001:

- ◆ As part of the FY 2001 Carryover Review, \$400,000 was approved in Operating Expenses for Advertising Services.

ECONOMIC DEVELOPMENT AUTHORITY



Administration

Goal

To foster and promote the governmental, social, educational, and environmental infrastructure to make Fairfax County a world-class, 21st Century business center and the global capital of the knowledge industry.

Cost Center Summary					
Category	FY 2001 Actual	FY 2002 Adopted Budget Plan	FY 2002 Revised Budget Plan	FY 2003 Advertised Budget Plan	FY 2003 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	32/ 32	32/ 32	32/ 32	32/ 32	32/ 32
Total Expenditures	\$6,270,411	\$6,401,428	\$6,439,546	\$6,447,756	\$6,102,350

Objectives

- ♦ To create 10,000 new jobs in FY 2003. Based on current economic conditions, a 23 percent decrease in job creation from FY 2002 is anticipated.
- ♦ To continue to attract 1.4 percent of the market share of growth for venture capital funds in the United States against a national four-year rolling average to Fairfax County.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 1999 Actual	FY 2000 Actual	FY 2001 Estimate/Actual	FY 2002	FY 2003
Output:					
Business announcements	115	147	130 / 192	130	95
Companies entering incubator program	NA	2	NA / 7	13	15
Incubator graduates staying in Fairfax County	NA	NA	NA / 1	3	4
Jobs created	10,068	13,082	11,100 / 13,367	13,000	10,000
Efficiency:					
Cost per job attracted	\$610	\$467	\$565 / \$469	\$496	\$610
Outcome:					
Venture Capital attracted ¹	1.37%	1.25%	1.40% / 1.60%	1.40%	1.40%

¹ Indicator shows a percentage of the Market Share for Venture Capital funds in the United States that is projected to be attracted by Fairfax County businesses. In FY 2000, the actual indicator reflects the percentage attracted from the Venture Capital fund in the United States against a national rolling four-year average.

ECONOMIC DEVELOPMENT AUTHORITY



Convention and Visitors' Bureau

Goal

To continue serving as the central point for Fairfax County on travel and tourism efforts for promoting Fairfax County as a destination for business meetings and conferences, as well as promoting local Fairfax County attractions.

Cost Center Summary					
Category	FY 2001 Actual	FY 2002 Adopted Budget Plan	FY 2002 Revised Budget Plan	FY 2003 Advertised Budget Plan	FY 2003 Adopted Budget Plan
Authorized Positions/Staff Years					
Exempt	1/ 1	1/ 1	1/ 1	1/ 1	1/ 1
Total Expenditures	\$442,943	\$436,216	\$456,216	\$460,365	\$460,365

Objectives

- ♦ To establish 50,000 room-nights from meeting leads in FY 2003, fewer than FY 2002.
- ♦ To create 5,000 meeting leads in FY 2003.
- ♦ To make 22,000 referrals to Fairfax County businesses from the Visitors' Center in FY 2003, fewer than FY 2002.

Performance Indicators

Indicator	Prior Year Actuals			Current Estimate	Future Estimate
	FY 1999 Actual	FY 2000 Actual	FY 2001 Estimate/Actual	FY 2002	FY 2003
Output:					
Room night leads	61,150	57,160	60,000 / 56,519	61,800	50,000
Meeting lead referrals	3,925	3,913	4,030 / 6,052	4,151	5,000
Referrals from the Visitors' Center	28,020	28,230	28,500 / 24,108	29,355	22,000
Visitors to Visitors' Center ¹	56,002	57,910	59,647 / 53,882	61,436	50,000
Efficiency:					
Cost per visitor to Visitors' Center	\$1.00	\$1.34	\$1.30 / \$1.38	\$1.25	\$1.54
Service Quality:					
Percent of requests responded to for Visitor Center	100%	100%	100% / 100%	100%	100%
Outcome:					
Percent change in room night leads	30%	(7%)	5% / (1)%	9%	(19%)
Percent change in meeting lead referrals	9%	(0.3%)	3% / 55%	(31%)	20%
Percent change in Visitors' Center referrals	(3%)	1%	1% / (15%)	22%	(25%)

¹Actual revenue received by Fairfax County for local travel taxes totals \$26,681,000 in FY 1999.